



WJLA-TV WASHINGTON, DC

WJLA  
1100 Wilson Blvd, 6th Floor  
Arlington, VA 22209

Sena Kozar Strategies  
1322 G ST SE  
WASHINGTON, DC 20003-3021

**Contract # 5026019**

**Schedule Dates** 10/14/21-10/17/21  
**Advertiser** Hala Ayala for Lt Gov-D (141761)  
**Agency** Sena Kozar Strategies (19658)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** 1279/1323/10310 (1610197)  
**Salesperson** HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)  
**Sales Office** WJLA/GJLA/EJLA  
**Buyer Name**  
**Phone/Fax** /  
**CPE** 1279/1323/10499  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments** Separation: 30

**Date Entered** 10/13/21  
**Last Modified** 10/13/21  
**Entered By** Mark Afshar  
**CO-OP** No  
**External #** 11045695  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$1,938.75  
**Net Total** \$10,986.25  
**Sales Tax**

**Washington (WJLA)**

By Broadcast Month	Spots	Rate
Oct. 2021	14	\$12,925.00
<b>Grand Total:</b>	<b>14</b>	<b>\$12,925.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/14/21-10/14/21	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM					1				1	\$525.00	\$525.00	Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 6A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	10/13/21
2.0	Normal Line / SPOT	10/14/21-10/14/21	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM					1				1	\$650.00	\$650.00	Washington (WJLA)	Daypart LN ABC 7 NEWS @ 11P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	10/13/21
3.0	Normal Line / SPOT	10/14/21-10/14/21	2	:30	11:35P- ABC-Jimmy Kimmel					1				1	\$400.00	\$400.00	Washington (WJLA)	Daypart LF JIMMY KIMMEL(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PE	10/13/21
4.0	Normal Line / SPOT	10/14/21-10/14/21	2	:30	12:37A- ABC-Nightline					1				1	\$125.00	\$125.00	Washington (WJLA)	Daypart LF NIGHTLINE(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFO	10/13/21
5.0	Normal Line / SPOT	10/14/21-10/14/21	1	:30	8A- 9A (EST)					1				1	\$1,600.00	\$1,600.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA 8A(Agency)-4Q21 (sell)	10/13/21

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.





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6.0	Normal Line / SPOT	10/14/21-10/14/21	2	:30	9A- Live with Kelly					1				1	\$400.00	\$400.00	Washington (WJLA)	Daypart DT LIVE W/ KELLY & RYAN(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON T	10/13/21
7.0	Normal Line / SPOT	10/14/21-10/14/21	3	:30	10A- News-Good Morning Washington at 10a					1				1	\$250.00	\$250.00	Washington (WJLA)	Daypart DT RACHEL RAY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERF	10/13/21
8.0	Normal Line / SPOT	10/14/21-10/14/21	1	:30	10:58:25A- ABC-The View					1				1	\$1,050.00	\$1,050.00	Washington (WJLA)	Daypart DT THE VIEW(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	10/13/21
9.0	Normal Line / SPOT	10/14/21-10/14/21	2	:30	11:59:56A- News-7News ON YOUR SIDE at Noon					1				1	\$400.00	\$400.00	Washington (WJLA)	Daypart DT ABC 7 NEWS @ NOON(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTU	10/13/21
10.0	Normal Line / SPOT	10/14/21-10/14/21	2	:30	2P- ABC-General Hospital					1				1	\$525.00	\$525.00	Washington (WJLA)	Daypart DT GENERAL HOSPITAL(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	10/13/21

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12.0	Normal Line / SPOT	10/14/21-10/14/21	1	:30	7:29:26P- Jeopardy					1				1	\$5,200.00	\$5,200.00	Washington (WJLA)	Daypart PA JEOPARDY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	10/13/21
13.0	Normal Line / SPOT	10/16/21-10/16/21	2	:30	11:59A- Sports-ABC College Football Early							1		1	\$1,300.00	\$1,300.00	Washington (WJLA)		10/13/21
14.0	Normal Line / SPOT	10/16/21-10/17/21	3	:30	11P- 12A (EST)							1	1	2	\$250.00	\$500.00	Washington (WJLA)		10/13/21

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